



Warriors Sponsorship Policy

17, 2017

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1.0 Introduction

In response to select and representative teams wishing to obtain sponsorship to offset the cost of playing hockey, the North Durham Minor Hockey Association (NDMHA) has developed this policy to further help its membership understand acceptable sponsorship processes.

2.0 Purpose

This policy documents the sponsorship framework for a NDMHA hockey team.

3.0 Definitions

Sponsorship: Refers to a corporation or person supporting the team financially for the purpose of a Home Jersey Sponsor and supporting the individual's on the team financially for the purpose of an Away Jersey Sponsor.

4.0 Policy Statements

4.1 Representative and Roster Select teams are able to obtain Home and/or Away Jersey Sponsorship only. The head coach is ultimately responsible for the team, the manager is the primary contact for all communication and co-ordinates all financial activities, including obtaining sponsorship.

4.2 Teams may solicit sponsorship from any source other than current NDMHA sponsors (for a current list, please contact the Sponsorship Director). Tobacco companies and those prohibited by the OMHA (breweries, distilleries and wineries) are not allowed.

4.3 Rep Home Jersey - Home Jersey Team sponsor fee is set to \$600 per season and is credited to the team. More than one Home Jersey sponsor can be obtained for a total Home Jersey sponsorship of \$600. Only one Home sponsor name will appear per jersey. If the team receives more than the set fee, this amount is credited to the team and deemed part of the 35% fundraising maximum.

4.4 Rep Away Jersey – Individual players are able to obtain a sponsor for the Away Jersey with the funds being credited to the individual player's team fees owing. The fee is set to \$250 per season. If the player receives more than the set fee, then it is credited directly to the team fees and it is deemed part of the 35% fundraising maximum for the team. If the player has already paid the team fund amount, and there isn't any additional fees to be paid, then the away jersey sponsorship amount of \$250 would stay as a credit to the player and will be paid out at the end of the season.

4.5 Select Jersey - Team sponsor fee is set to \$600 per season and is credited to the team. More than one Home Jersey sponsor can be obtained for a total Home Jersey sponsorship of \$600. Only one Home sponsor name will appear per jersey. If the team receives more than the set fee, this amount is deemed part of the 35% fundraising maximum.



4.6 Sponsorship for Home, Away, and Select Jerseys must be submitted through the team manager who will submit all the details to the Sponsorship Director.

4.7 Each team will be billed \$10 per sponsor bar for both Home, Away and Select Jerseys.

4.8 Sponsors names cannot appear on any team wear including jackets, hockey bags or clothing.

4.9 Jersey sponsorship funds retained by the team are excluded from the 35% limit defined in the Fundraising Policy. All money collected over and above the Home and/or Away Jersey Sponsorship set amounts will be categorized under the Fundraising Policy of the limited 35% and are considered Donations

4.10 Sponsors names are to be added only by the current apparel supplier

4.11 House League team sponsorship will be managed through NDMHA Sponsorship Director.

4.12 House League teams will not seek out or obtain individual sponsorship.

4.13 All funds must be clearly itemized on the financial records of the team.

4.14 NDMHA will not be held responsible for any losses or liabilities incurred by any team as a result of its fundraising activities.

5.0 Non-compliance Implications

By not complying with this policy could result in, but not limited to;

- Selected player suspended from his/her team within NDMHA
- Suspension of the Head Coach and/or Manager.

6.0 Questions about this Policy

If anyone has questions about the policy, or if the purpose of the policy is not understood, an explanation should be provided by or referred to Director of Sponsorship.

APPROVED BY THE NORTH DURHAM MINOR HOCKEY ASSOCIATION BOARD OF DIRECTORS